



**The Leukemia &
Lymphoma Society®**
Fighting Blood Cancers

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W., Room TW-A325
Washington, D.C. 20554
Re: MB Docket No. 04-233

Dear Ms. Dortch:

I am writing to you as the Executive Director of The Leukemia & Lymphoma Society's National Capital Area Chapter. It is the goal of our organization to cure leukemia, lymphoma and myeloma and to improve the quality of life for our patients and families. It is also the goal of our chapter to bring about awareness and support for those in the Washington, DC area who have been recently diagnosed or are currently battling blood cancer.

For the past several years, our organization has been fortunate enough to develop a strong working relationship with WTOP Radio, its on-air personalities as well as its managing executives in order to advance our mission and bring about awareness and support for local blood cancer patients and their families. Our chapter has been able to utilize this relationship through various measures put into place by WTOP Radio with the end result being the education of listeners on the services provided by LLS and the benefits of contacting our local chapter.

Through our partnership with WTOP Radio, our mission, patient education services and campaign events have been provided the following exposure:

- The station airs news stories concerning issues of importance to our mission.
- The station covers local events benefiting our organization and provides information as to how listeners can become involved.
- The station aired interviews with local campaign supporters.
- The station regularly airs PSAs concerning issues of importance to our organization and its mission.
- The station posts information on our mission information and campaign events on Web site.

The relationship our chapter has formed with WTOP Radio has without doubt served to increase the blood cancer awareness within the Washington, DC area. I am confident the relationship that has been formed by our two organizations will continue to grow throughout the years.

It has recently been brought to my attention that restrictions have been proposed that would prevent WTOP Radio from continuing their support of local charitable organizations without being free of rules or reporting requirements that insert federal oversight of the process of broadcasters serving the community.



I write to you today to express my opinion that this type of regulation must not exist as it would only serve to limit the exposure provided to non-profit organizations like ours. And most importantly limiting exposure would directly impact the patients and families who benefit from greater awareness and community support behind blood cancer research and patient services. Please join me encouraging the FCC to disassemble thoughts of regulation on local programming.

Respectfully submitted,

A handwritten signature in black ink that reads "Donna McKelvey". The signature is fluid and cursive, with a large loop at the end of the last name.

Donna McKelvey
Executive Director, National Capital Area Chapter
The Leukemia & Lymphoma Society

4/20/11